



U.S. Commercial Service



Export University

Advanced Lumber Products Exporting

Location: Columbia Forest Products, Headquarters,
7900 Triad Center Drive,
Greensboro, NC 27409
36.086865, -79.965373

Parking and entrance instructions will be emailed after registration.

April 23, 2012 8:30 a.m. to 3:30 p.m. 8 to 8:30 coffee and registration

REGISTRATION fee is \$50. Includes lunch, electronic copy of The Basic Guide to Exporting, and copies of all training materials.

A one day workshop on “how to avoid exporting mistakes” and “where the emerging markets are”-Looking beyond Mexico, China and Europe. During the seminar you will be able to live vicariously through the mistakes of others. As Will Rogers said: *“Everything’s funny as long as it is happening to somebody else”*

At this event, you will:

- Learn through case studies how to negotiate the sale to avoid non-payment.
- Learn how to use the letter of credit to give buyer credit while you get paid faster. Use it as a negotiating tool to get paid faster.
- Learn how to avoid losing the payment in the international banking payment system.
- Learn what your freight forwarded can do for you when the sale or shipment goes bad.
- Learn how export credit insurance can be used to decrease risk, reduce transaction cost and increase sales.
- Learn how U.S. Department of Commerce, U. S. Small Business Administration, N C Department of Commerce can help you enter new markets.
- Learn directly from manufacturers in emerging markets about their markets. Presentations directly from Asian furniture manufacturers. And learn about possible future risks in shipping to China.
- Plan to visit the High Point Furniture Market before or after the seminar – Book your hotel now.



Who Should Attend?

- Companies that are exporting and want to expand into new markets.
- Companies that are new to exporting and need the tools to begin and avoid costly mistakes.
- Companies that want to sell to foreign exhibitors at the High Point Furniture Market.

Where to register: <http://export.gov/northcarolina/lumberexporting/index.asp>

For more information email George.Thomas@Trade.gov in the Charlotte U.S. Export Assistance Center. www.export.gov/northcarolina

